

~~Randi P.~~
Chris - file Customer
Satisfaction Binder
1988
(myself, my office.)
Make new tab
for Europe

To: Peter Cunningham

From: Keith Hocking

cc. Peter Lines

All INPUT Europe Staff

19th October, 1988

All Scales Used: 1 - 5; 5= Highest

CUSTOMER SATISFACTION SURVEY 1988

CSPE 17 SURVEYED.

1)	<u>PROGRAMME FEATURE</u>	<u>IMPORTANCE</u>	<u>SATISFACTION</u>	<u>DIFFERENCE</u>
	◦ HOTLINE	3.5	3.4	0.1
	◦ ANNUAL CONFERENCE	3.5	3.6	(0.1)
	◦ ON-SITE PRESENTATION	3.7	3.9	(0.2)
	◦ BI-MONTHLY SERVICE UPDATES	3.6	3.4	0.2
	◦ ISSUE REPORTS	4.4	4.0	0.4
	◦ ANNUAL REPORT	4.0	3.8	0.2

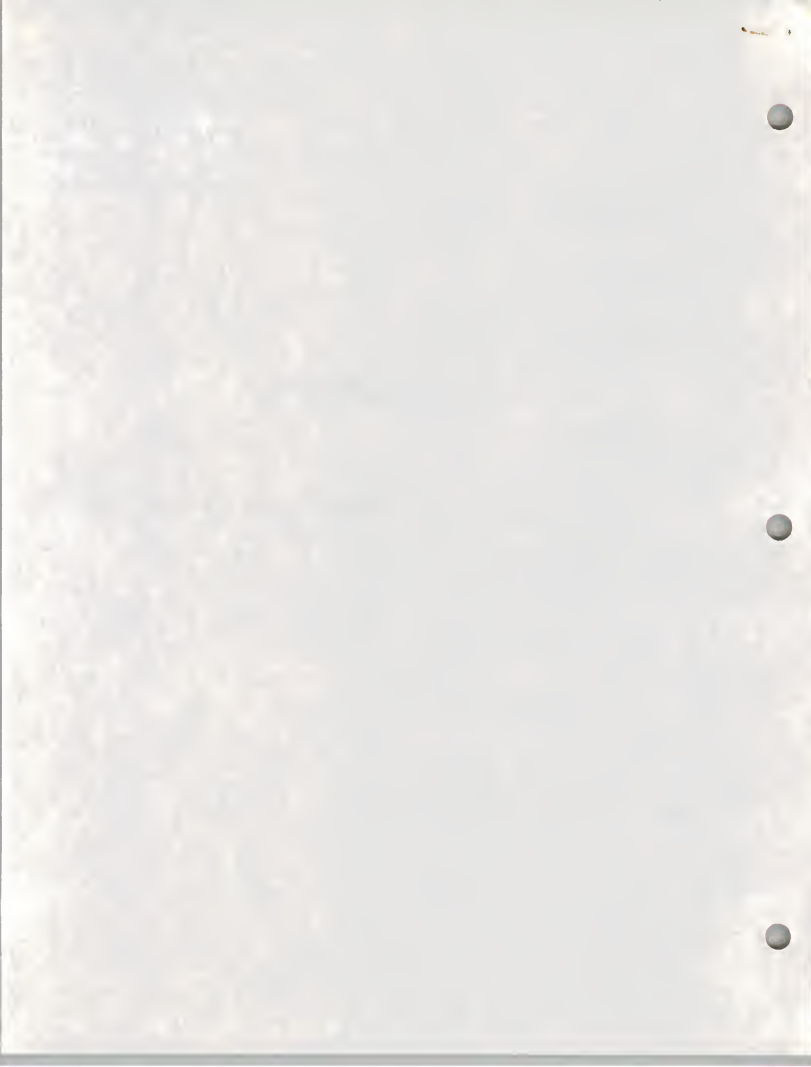
2) MOST IMPORTANT

1. Issue Reports
2. Annual Report

3) LEAST IMPORTANT

- ≈1. Conference / Hotline

We are closely meeting the clients' requirements.



4) FEATURES OF SERVICE

	<u>RATING</u>
◦ ISSUE IMPORTANCE	4.24
◦ ISSUE TIMELINESS	3.70
◦ QUALITY ANALYSIS	3.76
◦ QUALITY OF DATA	3.53
◦ REPORT USABILITY	4.26
◦ STAFF ACCESSIBILITY	4.23
◦ ACCOUNT MANAGEMENT	4.10
◦ STAFF RESPONSIVENESS	4.14
◦ REPORT FORMAT / STYLE	4.21
◦ SHIPPING / DELIVERY	3.94
◦ SALES SUPPORT	4.07

7 of features highly rated (over 4); 4= Good

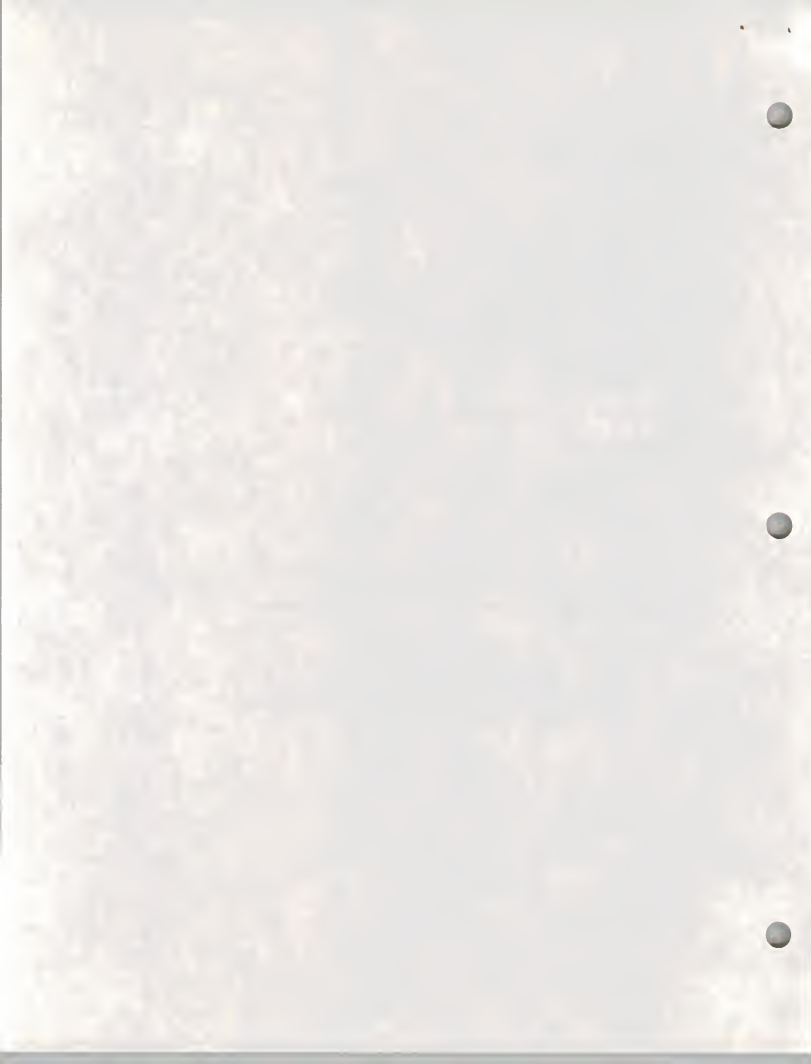
5) HOTLINE SERVICE

◦ Timeliness	3.67
◦ Helpfulness / Attitude of staff	4.09
◦ Quality of Information	3.17
◦ Consistency of Response	3.22

Staff handle clients well, Information provided though just above average.

6) BIMONTHLY NEWSLETTER - How could we increase its value?

- Monthly
- Less UK more European information
- More Italian Information
- AS400 Analysis
- Index (We do but it is obviously not 'visible')
- Hotline Synthesis



7) MAJOR BENEFITSNumber of Responses

◦ Outside Reference	4
◦ Benchmark Information	1 (for satisfaction)
◦ Assists Planning	10
◦ European Information	1
◦ TPM Information	1
◦ Competitive Information	1

8) WEAKNESSESNumber of Responses

◦ Hotline	2
◦ Annual Report "Indigestible"	1
◦ Data Fuzzy	1
◦ Statistics Old	1
◦ Only want UK	2
◦ Not enough in Italy	1
◦ Too General	1 (Need retail, financial markets)
◦ French market for hotline	1
◦ Changed 1-10 scale to 0-10 for 1987 annual report	1

9) PRICENumber of Responses

◦ Too Low	0
◦ Just Right	8
◦ Too High	8
◦ Non Answer	1

10) 1989 Topics

<u>INTEREST</u>	<u>HIGH</u>	<u>MEDIUM</u>	<u>LOW</u>	<u>NO ANSWER</u>
◦ TPM	11	5	1	0
◦ 4th Party Maintenance	5	6	5	1
◦ Quality Standards	8	7	2	0
◦ Software Maintenance	12	4	1	0
◦ CS Market Analysis	11	5	1	0
◦ Training	6	9	2	0
◦ Pricing in CS	12	4	1	0
◦ Documentation	1	6	10	0
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	66	46	23	1
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Other

Maintenance of PABXs	5	1	0
"Other" equipment	0	3	1

We have the right "topics" for 1989, except for documentation which is marginal

11) New Services

- VARs
- Supplies Analysis
- AS 400
- Environmental Services
- "Who Owns Who" - (Granada)
- How to bring down the cost of maintenance
- Professional services pricing of vendors
- Spares / Productivity Improvements
- Future CS activities
- 1992 (2)
- Retail / Financial market CS analysis

129 Other Services

Prognostics	3	(NCR, Philips, ICL) Good for information by product code
Romtec	1	
Other	1	
IDC	1	
Inteco	1	
Gartner	1	
None	9	

Overall Rating: 3.75

13) Conclusions:

- ° Clients are well satisfied overall and very satisfied with most individual aspects of the service
- ° Competition has made some headway in the clients surveyed.
- ° All said they would renew, some subject to budgets - NAS, TANDEM - US Parent is cutting budgets.
- ° We are providing a perceived "good" quality service but must work to improve to 4+ overall next year.
- ° Price Increase (20%) in 1989 must be carefully justified.

